

565000" 86254600

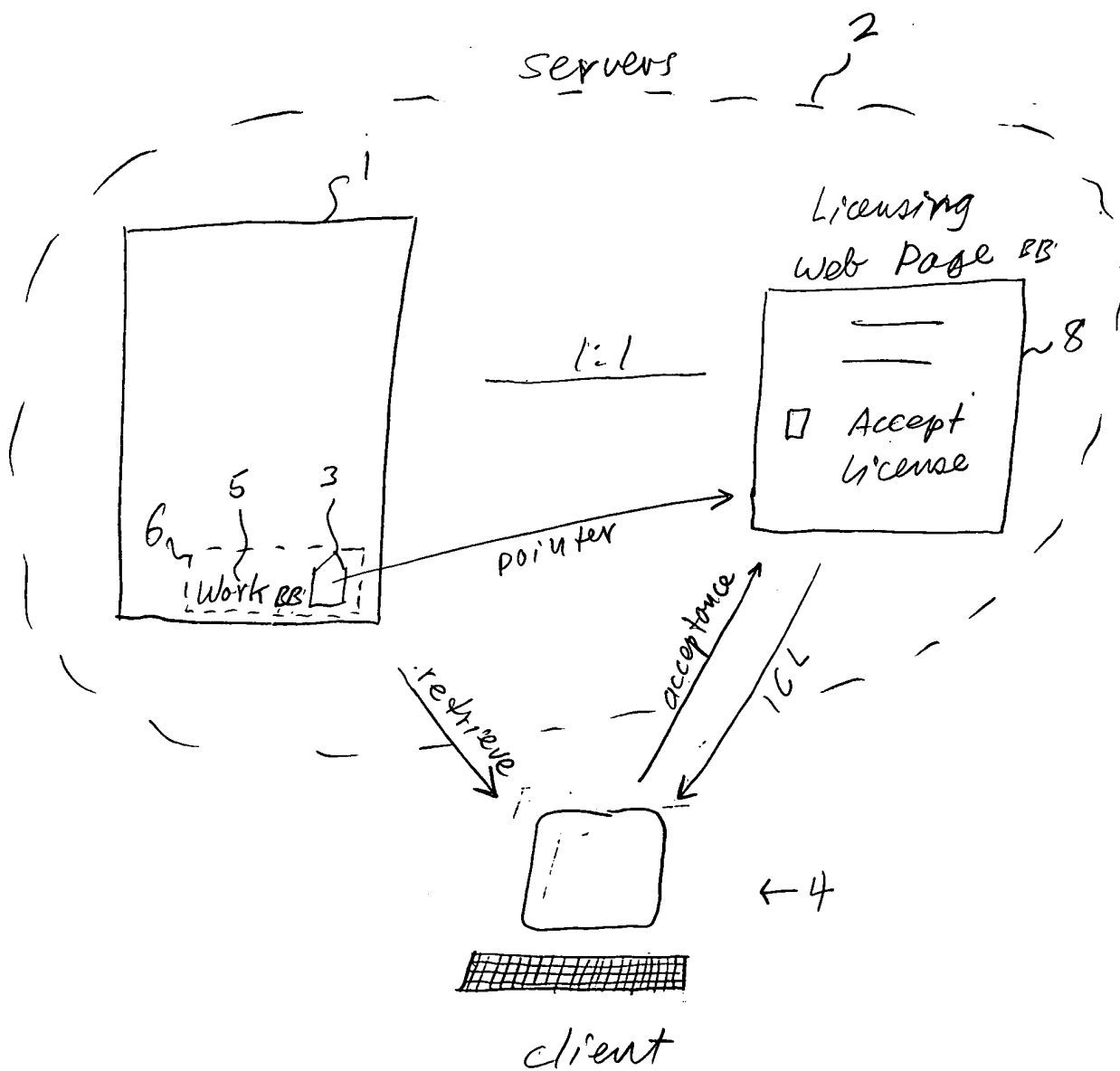


Fig. 1

665020" 86254260

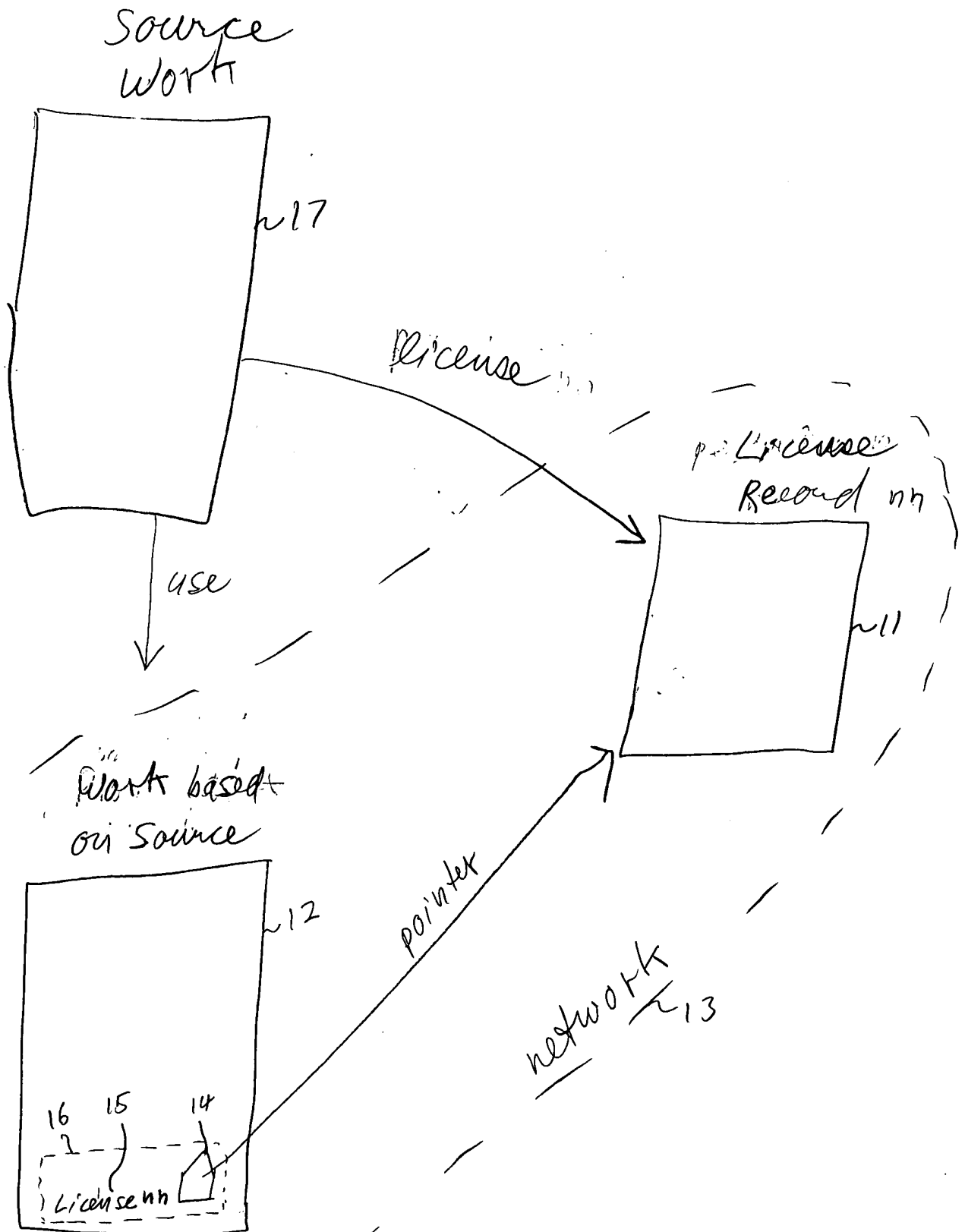


Fig. 2

665020" B6254260

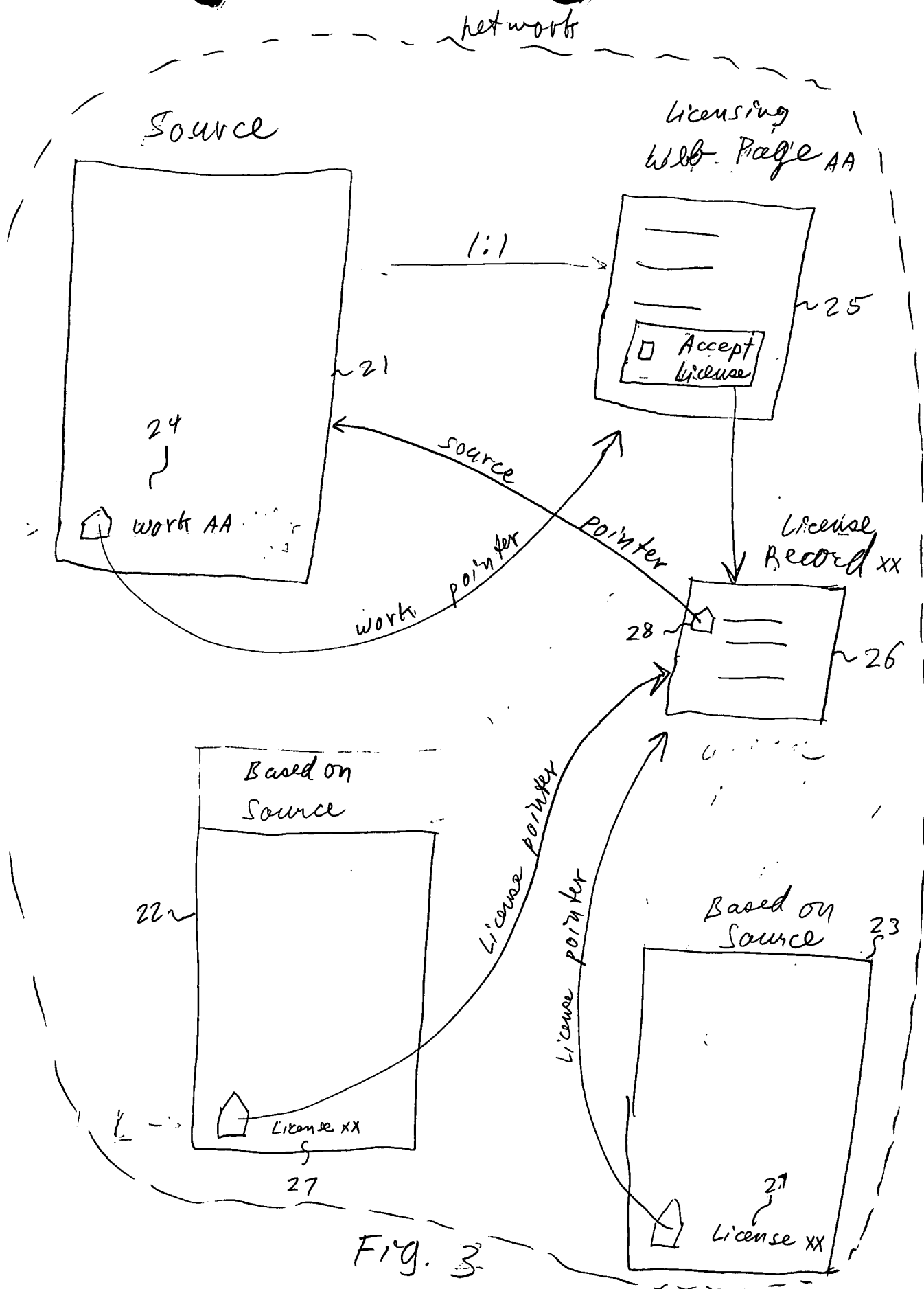


Fig. 3

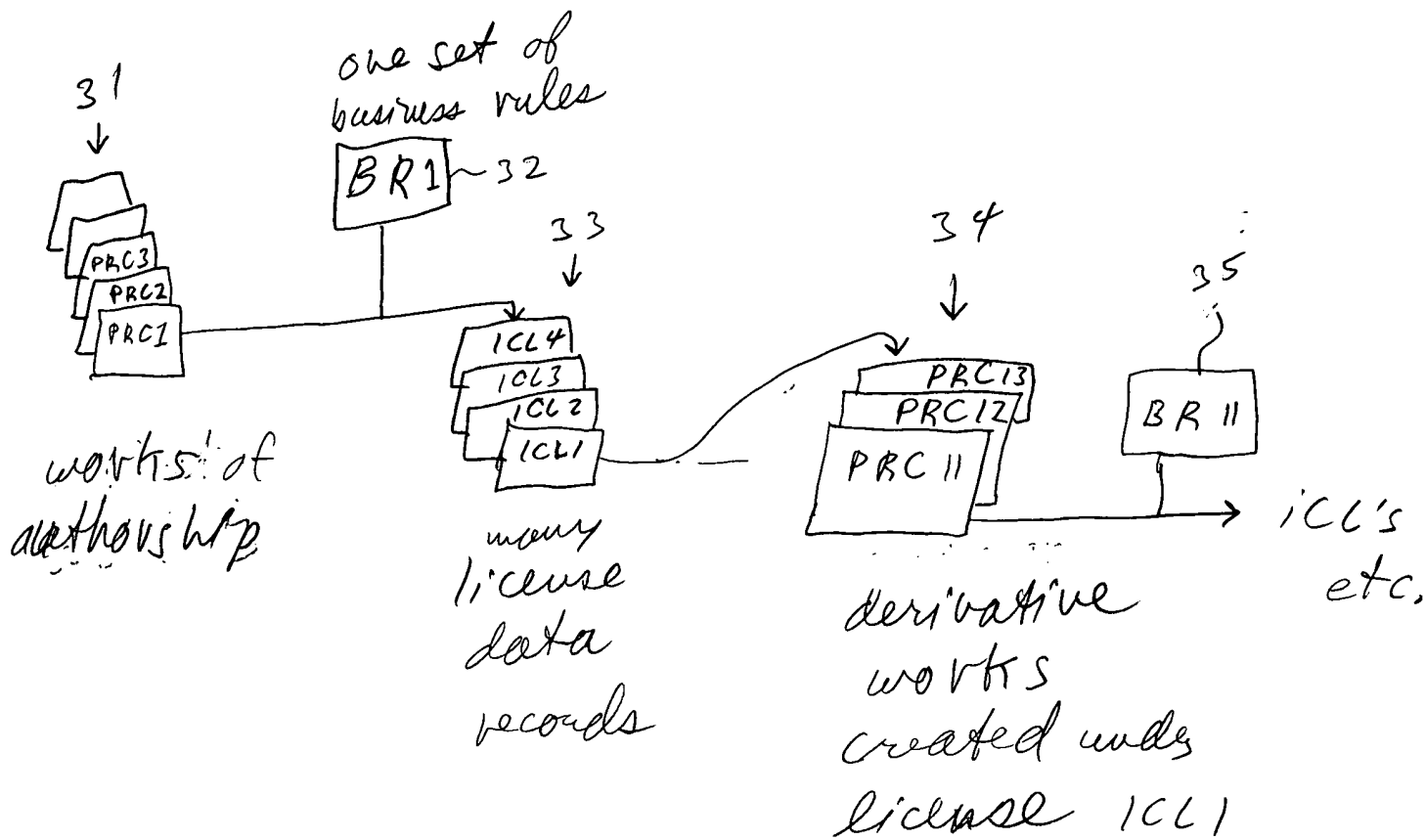


Fig. 4



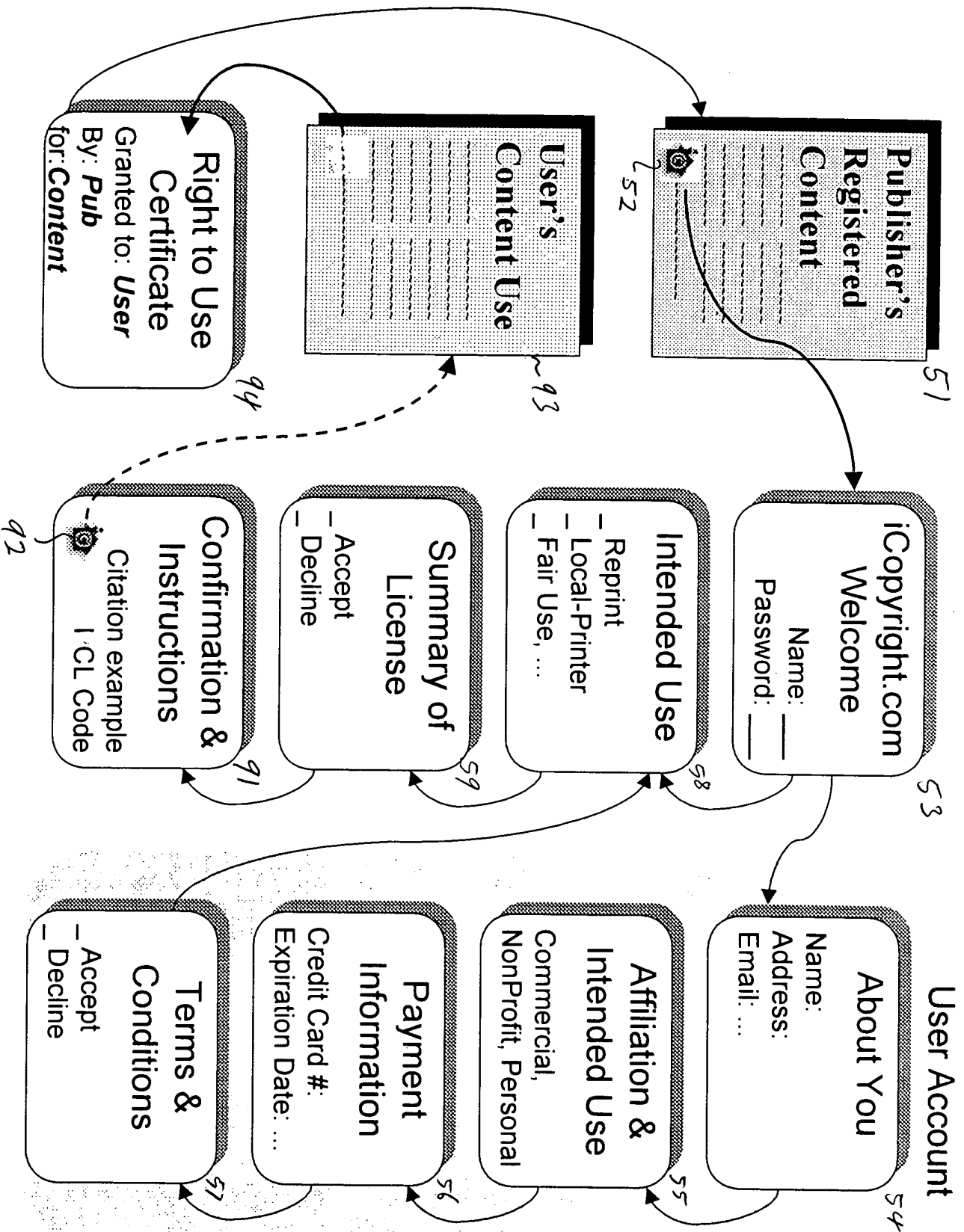
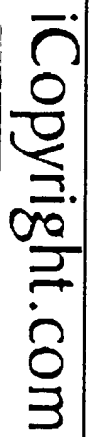


Fig. 6

00245798.020599





## "What's In A Name? Branding Your Company, Product, or Service"

**Clearance to print multiple copies on a Local Printer or Copy Machine:**

**Order Professional Reprints** from a high-quality printer.

Clearance to E-mail the content to others.

Clearance to Re-Use the copyrighted material in a print publication, a web site, or in other media.

Other Request or Inquiry about this copyrighted material.

Permission to quote the material under Fair Use Guidelines.

One of the most important business decisions you will ever make is what to name your company, its products and services. Studies show that as much as 75% of all consumer purchases are made because of a name, or more specifically, a brand. A successful brand can fetch a 20% to 30% premium in the marketplace. It can

Word Count 101 ~ 117

## Submit Clearance Request

Fig. 8

1. *What is the purpose of the study?*  
 2. *What are the research questions or hypotheses?*  
 3. *What is the study design?*  
 4. *What are the participants and settings?*  
 5. *What are the variables and measurements?*  
 6. *What are the results and conclusions?*  
 7. *What are the strengths and limitations?*  
 8. *What are the implications for practice?*  
 9. *What are the ethical considerations?*  
 10. *What are the future research directions?*



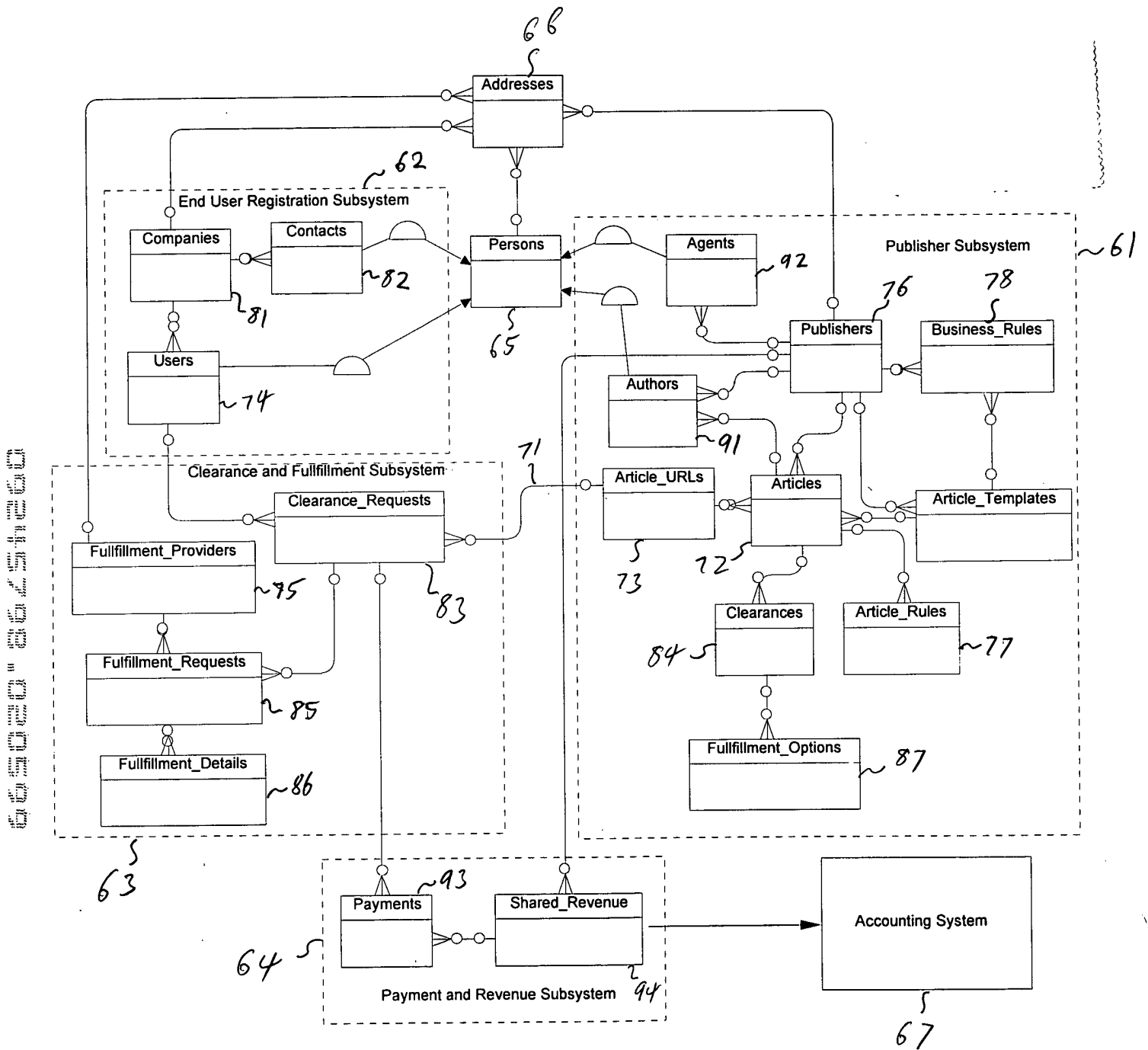


Fig. 9